

AdamsMorgan MainStreet Group, Inc.

Combining Diverse Pieces to Make a Beautiful Puzzle



Newsletter

Fall 2006

AMPBID Improves Our Neighborhood



AMPBID (The Adams Morgan Partnership Business Improvement District) is already successful in making improvements in our lively small business area of the Adams Morgan

community. Residents and businesses benefit directly from the BID's new programs and policies that have improved the quality of life in Adams Morgan.

A BID (Business Improvement District) is an additional, self-imposed property tax levied on the area businesses collected in a pool by the DC government, and given back to the AMPBID itself to spend on local services. Voted in by approximately 54% of the commercial property owners, AMPBID became a legal reality on August 22, 2005.

According to long-time local property owner, and Co-President of the BID, Stephen H. Greenleigh, "The impetus for finally achieving sufficient signatures to impose the additional, mandatory tax was the need and demand for additional cleaning and security." Several years in the making, Constantine Stavropoulos, owner of the Diner and Tryst, began the groundwork and pushing for this modern BID when he was President of the Adams Morgan Business & Professional Assn. (AMBPA)

The first of its major services, a daily cleaning of the commercial sidewalks, was rolled out in April 2006. The workers hired by AMPBID are hand-sweeping the sidewalks, removing litter and leaves, eliminating graffiti, overseeing alleys, removing illegal posters, and straightening newspaper boxes. In addition, the cleaners document and notify of other problems to be handled such as illegal dumping, damaged bus shelters, large fallen tree branches, and the AMPBID requests that they be resolved by appropriate agencies.

According to Executive Director Josh Gibson, "There was once a day when you could eat off of Adams Morgan's sidewalks... because they were covered with half-eaten pizza slices, but thanks to our new street sweeping service, Adams Morgan has 'come clean' and our sidewalks are some of the cleanest in the city."

"It is important to note that the BID's new cleaning and other services, do not replace city services, but rather are designed to supplement or augment existing city activities," explained BID Co-President Constantine Stavropoulos. For example, the BID's workers assist after the District Department of Public Works' pre-dawn cleaning of streets and gutters, by working daily starting at 10:00 am going till 6:00 pm.

Watch for the blue uniformed team of four workers plus a supervisor as they clean the old-fashioned way using brooms, dustpans, and rolling trashcans. In keeping with Adams Morgan's focus on successful non-profits, AMPBID chose Ready To Work as its contractor to provide the workers. A program of Gospel Rescue Ministries, Ready To Work is a residential men's work training program dedicated to the Ministries' mission to transform lives. Ready To Work "employs and empowers men to help themselves out of homelessness and to move toward self-sufficiency, by providing housing, education, job training, and one-on-one counseling."

On Tuesdays, the Ready to Work cleaners are now tasked with "a fairly detailed cleaning of the primary alleys (the one behind Tryst, the one behind Design Within Reach/next to Bardia's, the one behind Safeway, the one behind City Bikes, and the one between El Tamarindo and Mint)", explained Josh Gibson.



The second major service with visible impact on our community has been the BID's security services. This extra security provided to the business area is essential to the safety of not only community members, but also of the visitors to our area. The additional patrons of our lively shopping and entertainment area, particularly Friday and Saturday evenings, creates congestion and targets for robbery. MPD statistics show the

vast majority of perpetrators of crime in our area are not patrons of our businesses. Initially, the BID's first focus was on security aides, with 1 to 4 aides in the bright yellow shirts working from noon until 3 or 4:00am, seven days a week. They act as 'eyes and ears' for the police, for merchant and visitor assistance, are designed to create an atmosphere of safety because of the visible, yellow jackets.

With strong support from Councilmember Jim Graham, the AMPBID Board in June voted to authorize the hiring of up to 5 reimbursable MPD officers for the hours of midnight to 4:00 am on Friday and Saturday nights through the end of the fiscal year, September 30. During the initial trial period, these officers were advised and coordinated by the BID's AMBPA representative, and several new policies were instituted, such as placing power shift officers under the watch commander and chaining off the sidewalk cafes of closed establishments so that they could not be used for after hours congregation by non-patrons. Equipped with Nextel phones, the reimbursable officers walk a foot beat and engage in aggressive policing. Local businesses participate by purchasing the Nextel phones, and coordinating with the aides and officers.

The result of all of this has been a decrease in major crimes on or near 18th St while arrests for minor crimes have gone up. This means that increased traffic and parking violations as well as disorderly conduct arrests have actually increased overall safety because opportunities for fights involving non-patrons have decreased or been stopped. According to Chuck Brazie, the BID's AMBPA representative who designed the initial reimbursable officer program, "This includes full enforcement of the public behavior laws, of restrictions about lingering in front of closed establishments, residential buildings or on private property and obstruction of sidewalks/thoroughfares, of open container laws, and of public noise and obscenity laws. The vantage points from which our patrons and residents were being accosted are no longer so available."

The commercial property owners and businesses should be congratulated for agreeing to this additional taxation which funds their BID, and for launching such necessary and successful programs as these cleaning and security services. Be on the lookout for the BID security aides in yellow, (orange in winter), and the cleaners in blue!

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Adams Morgan Day Festival a Huge Success

A beautiful Sunday afternoon on September 10 attracted throngs to Adams Morgan for the 28th annual Adams Morgan Day Festival. Newly organized by Adams Morgan Main Street in 2004, visitors, residents, and business have praised Main Street's redesign of the Festival layout, especially the better crowd flow due to new seating areas, a single row of vendors, and the additional Cultural stage and expanded Kid's Fair.

AMDay Festival 2006 was made possible by the three main Festival Sponsors: Adams Morgan Partnership, PNC Bank, and BB&T Bank. Recognized now as one of the largest, safest and most interesting of DC Festivals, the event draws people from all over DC, Maryland, and Virginia, ranking as a true regional Festival. The purpose is to showcase the multicultural dynamism of Adams Morgan and the shopping and dining available here year round.

The two main stages, Florida and Columbia, featured Latin rock, salsa, jazz, bluegrass, funk, punk and rock. Marking his 20th year as Florida MC, Jerry Phillips kept the crowds entertained. Bands such as Third Eye Reggae Band, Cubano Groove and the Wayne Wilentz Showcase all wowed the crowd with their unique musical stylings. Debuting as MC for the Columbia Stage was Ja Bilal, along with Paul Wong as stage

manager. The Columbia Stage featured acts that play in Adams Morgan, such as Supreme Commander (Asylum), Peter Edelman Jazz Group (Columbia Station) and Nayas (Boss). The day was capped off with a lively performance by the Madam's All Star Band featuring local blues acts that all play at Madams Organ.

The Dance Plaza featured such groups as Afro-Cuban rumba, Bolivian dance troupe, and West African dance, all of whom got the crowd to join in and dance along with their performances. The Cultural Stage, coordinated by Celestino Zapata, up on Euclid and Columbia was sponsored by Bank of America and showcased a broad mix of musical genres, theater, dance, and cultural performances, including our own local Sitar Center students, who brought down the house.

Truly, the streets were alive with the tastes and smells of foods showcasing the various cultures that call the Adams Morgan area home. Festival goers could wet their appetite with carne asada or tacos, courtesy of Mix-tec, and then walk across the street to purchase Jamaican jerk chicken as the main course. For those still having room, this may then have been topped off with a slice of pecan pie or beignets. This year's Festival set a record for participation by Adams

Morgan restaurants, non-profits, and retail who took advantage of the discount offered specially for them.

Amongst retail vendors, any international ware imaginable - clothing, art, food, textiles, could be found by cruising the booths on 18th St or Belmont Rd. A unique event was the U.S. Postal Service's offering a limited edition Adams Morgan Day 2006 cancelled stamp. And last but not least, the colorful T-shirts with the Dancers were in demand. Thanks much to local business sponsors: El Tamarindo, Adams Mill Bar & Grill, Chloe, TomTom, Millie-n-Al's, and Bossa Bistro.

It was an awe-inspiring sight to see so many people out on a picture perfect day to support our community or to sample its wares. Even the Kid's Fair, Sponsored by Citibank, and its new feature, the rock climbing wall, was in demand. Whether people were campaigning for their favorite politicians, supporting a cause, performing, or simply being consumers, there was a true sense of camaraderie in the air.

AdamsMorgan MainStreet thanks the other sponsors: Bank of America, Citibank, Comcast, Harris Teeter, Safeway, DC Chartered Health, Adams Investment Group, Washington Post Express and Hilton Washington.

Will Adams Morgan Dogs be Spoiled Rotten?

With more than 200,000 dogs residing in Washington, DC, Adams Morgan is now home to a new retail concept designed to provide the city's first outlet for high-end canine fashion, accessories and edibles.

Spoiled Rotten Pet Boutique has opened its doors to the public with a storefront location on the west side of 18th St. between Wyoming and Kalorama. High-end pet boutiques are nothing new in cities such as New York, Los Angeles and Chicago, but Spoiled Rotten marks the first such venture in the nation's capitol, according to newly established owner Dominic Morrocco.

Created and owned by a local husband and wife team, Dominic and Bozena Morrocco, Spoiled Rotten strives to carry only unique products not found elsewhere in the city, and to create an atmosphere. "We constantly pursue innovative, independent designers

and product creators when ordering products for our store," explained Dominic.

It's a painstaking process that has spelled success for Spoiled Rotten. As a new retail store open in Adams Morgan since Oct. 27. Spoiled Rotten has received acclaim and praise from amazed consumers and press alike. In keeping with the style of Adams Morgan, Dominic & Bozena commissioned a beautiful mural for the exterior of their store. Check out the original new artwork!

What really makes Spoiled Rotten shine is that the store has something for every dog owner. From thousand (\$1000) dollar collars for the truly spoiled canine, to six (\$6) dollar toys that fit everyone's budget, Spoiled Rotten is hip, chic and cool, but never pretentious. "We try to create an atmosphere that is comforting and welcoming to every dog owner in the District, according to

Bozena Morrocco. "Regardless of your budget we welcome everyone equally and have products that everyone can afford." For example, *Furcades* dog beds, *Chewy Vuiton*



spoiled rotten
CANINE BOUTIQUE & CAFE

dog toys, Tommy Holedigger colognes, and many other smart, innovative brands grace the shelves at Spoiled Rotten.

The atmosphere of the store matches the image of the products, as Spoiled Rotten always offers their customers complimentary coffee and wine while they shop. And, of course, there is a dog biscuit bar for the visiting canine.

Spoiled Rotten Pet Boutique. 2206 18th St. NW Washington, DC 20009. (202) 462-PETS www.spoiled-pets.com

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The HOT List

Adams Morgan is a vibrant, dynamic neighborhood. "The HOT List" is the source to find out what's new in your neighborhood.



Café Bonaparte will be opening soon at 1847 Columbia Rd. NW. Based on their Georgetown location, Café Bonaparte is known for its cozy European atmosphere and tasty crepes. Call or go to their website to learn more about their menu and dining experience. 202-333-8830
www.cafebonaparte.com



And Beige opens in November at 1781 Florida Ave. NW. Owner, Darren Miller, will be offering home furnishings and decoratives inspired by clean and classic lines for a neutral home interior. *And Beige* will introduce furnishings with a curious, unpredictable, and eclectic feel. AB's goal is an overall look that will grace any home with a sense of peaceful living. www.andbeige.com



The Sitar Center is proud to announce that Rhonda Buckley, Founder and Executive Director received the 2006 Meyer Foundation Exponent Award! The award from the Eugene and Agnes E. Meyer Foundation celebrates visionary nonprofit leadership and includes a \$100,000 grant for the Sitar Center's leadership development. Rhonda also received the Center for Non Profit Advancement's Gelman, Rosenberg Freedman 2006 EXCEL Award.



90 Minute Café at 1824 Columbia Rd. NW is known as Washington, DC's soccer headquarters, hence the name! They have added outdoor seating, and will soon have a liquor license. They offer a variety of coffee drinks, shakes, sandwiches and salads. 90 Minute Café is the place to catch all the soccer games and a great meal. 202-387-1063 or www.90mincafe.com.



Asylum Bar & Lounge located at 2471 18th St. NW just celebrated their 15-year anniversary! Recently featured in VEGDC.COM as one of DC's best vegan dining spots. In addition to their great menu, they offer nightly entertainment ranging from DJ's, Bands, and more! Asylum is also available for private parties up to 150 people. Call to schedule your holiday party or go to their website to find out what's happening there each night of the week. www.asylumdc.com 202-319-9353.



Mint Fitness now offers spa services including Swedish, aromatherapy, deep tissue and stone massage, plus Thai Yoga bodywork and Reiki. Owners Patrick & Melissa John offer a refreshing, energizing, inviting retreat to take you away from the daily hustle and bustle; a true wellness experience. Mint is close to everything yet extraordinarily far from the crowded, hectic space and pace that envelops most Washingtonians. Mint offers a variety of fitness classes and personal training. www.mintfitness.com or www.thespaatmint.com 202-328-6468



Fleet Feet located at 1841 Columbia Rd. NW deserves special mention for their great tree box. Check out the variety of colorful flowers they've landscaped in front of their store. This voluntary contribution improves our community, as does their many years here as a flagship retail business. Owners Phil and Jan Fenty, who run and manage the store themselves, have years of experience and knowledge in fitting customers with proper footwear, clothing, and accessories for running, walking and aerobic activities. www.fleetfeetdc.com 202-387-3888



City Living, a locally owned and operated publication mailed their second issue serving Adams Morgan in October. Many businesses have already seen great return from their advertising. City Living offers FREE event listings online at www.citylivingsource.com. This Adams Morgan based publication is taking reservations now for space in the winter '07 issue. 202-518-9225

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EVENTS

November 16 – 19

Georgetown Adams Morgan Film and Music Festival
DCAC Theater, 2438 18th St. NW

THURSDAY NOVEMBER 16 | Seminars and film blocks

FRIDAY NOVEMBER 17 | Seminars and film blocks | midnight programs

SATURDAY NOVEMBER 18 | Seminars and film blocks | midnight programs

SUNDAY NOVEMBER 19 | awards

Film blocks - \$5 per block, open seating. Day Passes are \$50.00 and Festival Passes are \$100. Tickets will be available across the street at Idle Time Books.

November 11

Mary's Center Noche Tropicale

Homer Building, 601 13th Street, NW

Annual fundraising gala to fund Mary's Center programs and services. Food and drinks, dancing, live music by Orquesta La Romana, and a silent, live and online auction--
www.maryscenter.cmarket.com.

Tickets are \$125 per person and \$500 for VIP guests.

December 5

Adams Morgan First Tuesday

(Dining and shopping specials every first Tuesday of the month))

December 12

7:00pm – 9:00pm

Wine Tasting: AdamsMorgan MainStreet

Spoiled Pets, 2206 18th St. NW www.spoiled-pets.com

Wines by DeVinos

Join us for our bi-monthly wine tasting event. Tickets are \$25 and may be purchased onsite or in advance at www.ammainstreet.com. All proceeds from this event fund Adams Morgan Main Street activities.

VOLUNTEER OPPORTUNITIES

Do you like writing articles or working with new businesses? Or are you interested in the artistic renovation of the historic fire and police call boxes? Want to help with our Re-Forest Project? We are bringing new trees or just help care for the existing ones! Volunteer to work on events, special promotion activities, economic diversification, fundraisers, or help us with computer stuff in the office! Adams Morgan is OUR neighborhood. We are a volunteer-driven, public-private partnership which operates on raised funds and in-kind donations (and diminishing DC seed funds). Please visit www.AMMainStreet.org and fill out a volunteer form.

ACKNOWLEDGEMENTS

Thank you to the Promotions Committee volunteers who contributed to this newsletter: Dusty and Dawn Codd, Suzanne Meyer, Thomas Mapp, Dominic Morrocco, Heather Steele, Thom Ward, Lisa Duperier, and Paul Wong, Committee Chair. If you would like to work on Promotions activities, contact Paul at: paul.m.wong@gmail.com

Adams Morgan Main Street is volunteer-driven, non-profit 501(c) 3 organization comprised of residents, businesses, and non-profits working together to improve the neighborhood business area and preserve its multicultural dynamism. The revitalization and strengthening of Adams Morgan is designed to build on the multicultural characteristics of Adams Morgan, to retain and strengthen minority employment and upward mobility in its small businesses, and to contribute to improved appearance and promotion.

501(c)3 Federal & DC tax-exempt organization # 01-0682258
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